

## Message Text

UNCLASSIFIED

PAGE 01 WELLIN 02952 210744Z

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W

-----031635 221050Z /21

R 220656Z JUL 77

FM AMEMBASSY WELLINGTON

TO SECSTATE WASHDC 3647

USDOC WASHDC

INFO AMCONSUL MELBOURNE

AMCONSUL SYDNEY

AMCONSUL AUCKLAND

UNCLAS WELLINGTON 02952

E.O.11652:N/A

TAGS:BEXP,NZ

SUBJECT:MACHINE TOOLS VTR/CATALOG SHOW IN NEW ZEALAND

REF:WELLINGTON 1001 AND OTHERS

1. SUBJECT PROGRAM WAS PRESENTED TO AUDIENCES IN AUCKLAND JULY 8, CHRISTCHURCH JULY 11 AND 12, AND WELLINGTON JULY 14 AND 15. WE ESTIMATE THAT SOME 280 PEOPLE SAW THE PRESENTATION AND WITH ONLY ONE KNOWN EXCEPTION THEY REPRESENTED THE TARGET GROUPS WE SOUGHT -- ENGINEERS, IMPORTERS, END-USERS, TECHNICAL INSTITUTES, GOVERNMENT OFFICIALS AND TRADE PRESS. 140 SPECIFIC TRADE LEADS ARE BEING FORWARDED TO THE 23 PARTICIPATING U.S. FIRMS AND, WHERE APPLICABLE, THEIR LOCAL AGENTS, WITH A FULL LIST OF ALL REGISTERED VISITORS TO THE EXHIBITION.
  2. SPECIAL THANKS GO TO USIS/NEW ZEALAND FOR SUPPORT AT ALL THREE STOPS, AND TO TOM SCANLON OF AMCONSUL SYDNEY FOR HIS PRESENCE AND TECHNICAL GUIDANCE ON PRESENTATION OF THE PROGRAM.
  3. THE VTR/CATALOG SHOW HAS PROVEN ITSELF A VIABLE AND UNCLASSIFIED
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- PAGE 02 WELLIN 02952 210744Z
- EFFECTIVE MEDIUM IN NEW ZEALAND, AND WE WOULD BE GRATEFUL TO BE OFFERED SIMILAR PROGRAMS IN FUTURE. WE UNDERSTAND THAT A VTR PRESENTATION ON FOOD PACKAGING AND PROCESSING EQUIPMENT IS IN THE WORKS, AND WOULD BE ESPECIALLY INTERESTED IN USING IT IN NEW ZEALAND WHEN AVAILABLE.
4. TECHNICAL TRAINING INSTITUTES IN BOTH CHRISTCHURCH AND WELLINGTON BROUGHT SMALL GROUPS OF STUDENTS TO

MACHINE TOOLS USA, AND INQUIRED ABOUT THE POSSIBILITY OF  
OBTAINING COPIES OF THE TAPES FOR THEIR MECHANICAL  
ENGINEERING DEPARTMENTS. BOTH INSTITUTIONS HAVE BEEN  
ADVISED TO CONTACT AMCONSUL MELBOURNE WHICH, WE UNDER-  
STAND, IS ARRANGING FOR COPYING TO BE DONE.SELDEN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Subject:** MACHINE TOOLS VTR/CATALOG SHOW IN NEW ZEALAND  
**TAGS:** BEXP, NZ  
**To:** STATE COM  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009